

FOX' GREATEST GROSSING YEAR AHEAD

Dr. Lortie NFB Vice-Chairman

Canada's federal film agency, the National Film Board, has a vice-chairman for the first time in its existence. He is Dr. Leon Lortie, Montreal, appointed by J. W. Pickersgill, Minister of Citizenship and Immigration, to advise Dr. A. W. Trueman, the

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24-Month Record By Paramount

Paramount will release 18 pictures this year and the same amount next year, although a couple extra each year may be added if production schedules allow it, Barney Balaban, the company's president, stated in New York. The boxoffice gross

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Equipment Men Discuss 'The New Techniques'

With Twentieth Century-Fox' CinemaScope 55, which uses 55 mm. projection, having been demonstrated in Canada, and the Todd-AO 70 mm. process due for its debut here in MGM's Oklahoma!, exhibitor interest is again being directed toward the new techniques and processes. In this regard the address of L. M. Bleackley, chairman of the Technical Advisory Committee, to the delegates of the Motion Picture Industry Council of Canada, should be interesting.

Bleackley, vice-president and general manager of Perkins Electric Company, Limited, was a delegate for the Theatre Equip-

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MGM's 'The Opposite Sex'

Jeff Richards has been assigned by MGM to star with Joan Collins and Dolores Gray in The Opposite Sex.

'SKOURAS APPRECIATION WEEK' TO CLOSE THIS MARCH 31

The Canadian sales meeting of 20th-Fox, conducted by Peters S. Myers, division manager, and sparked by W. C. Gehring and Arthur Silverstone of the Home Office, heard the details of a releasing program that may take its place

Velde Succeeds Kranze As UA General Sales Mgr.

Successor to Bernard G. Kranze as general sales manager of United Artists is James R. Velde, formerly Western division manager, it was announced in the Home Office in New York last week by William J. Heineman, vice-president in charge of distribution. Kranze resigned to become v-p of Stanley Warner Cinerama Corporation.

Velde, a native of Bloomington, Illinois, entered the film business in 1934 as a shipper with Paramount in Detroit, where he was promoted successively to booker, office manager and salesman. In 1943 he joined the United States Army and after getting his discharge in 1946 returned to Paramount as salesman in Detroit and Washington.

Stints with Selznick and Eagle-Lion followed, then he joined UA as Western district manager when the new management group took over in 1951.

in motion picture history, since it includes the first films shot in CinemaScope 55. Gathered in the Royal York Hotel, the Fox representatives heard Gehring, executive assistant general sales manager, and Silverstone, assistant general sales manager, and learned just how the company planned to retain its place as the leader in modern exhibition. Also here from New York was Rodney Bush, exploitation manager, who described the campaigns of support being planned, these to come through Sam Glasier in Canada.

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Morris Stein Now CPP President

President of the Canadian Picture Pioneers is Morris Stein, who stepped up from the vice-presidency to succeed N. A. Taylor, the retiring president. Taylor served four terms and refused another nomination, explaining that for the good of the organ-

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New Fox Advtg. Mgr.

Alec Moss, with 20th-Fox' advertising department since 1951, has been named advertising manager by Abe Goodman, advertising director. Previously he had been a director with the ad-pub departments of Howard Hughes, Paramount and Columbia.

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BRUSSELS ADVISORY COMMITTEE

Members of the Advisory Committee on Films, part of the Interdepartmental Advisory Committee on the Canadian participation in the 1958 Brussels Universal Exhibition, are Miss Laura Beattie, Arthur Chetwynd, Guy Cote, Gilles Marcotte, Charles Topshee and Hye Bossin. It will meet shortly.

Participation at Brussels was authorized through the Canadian Government Exhibition Commission and establishment of the Interdepartmental Committee followed. In turn it created committees to serve the needs of an art gallery, a library and a film theatre, which will be part of the Canadian Pavilion.

The chairman of the Film Committee will be the liaison between the National Film Board, the Canadian film industry and the Commission.

Purposes and scope of the Exhibition, according to Baron Moens de Fernig, Commissioner General of the Belgian Government, are "for any one nation to be able to explain to all other nations how it lives, what are its religious and philosophic conceptions, its economic and social achievements."

Drive-ins Planned At Bancroft, Gananoque

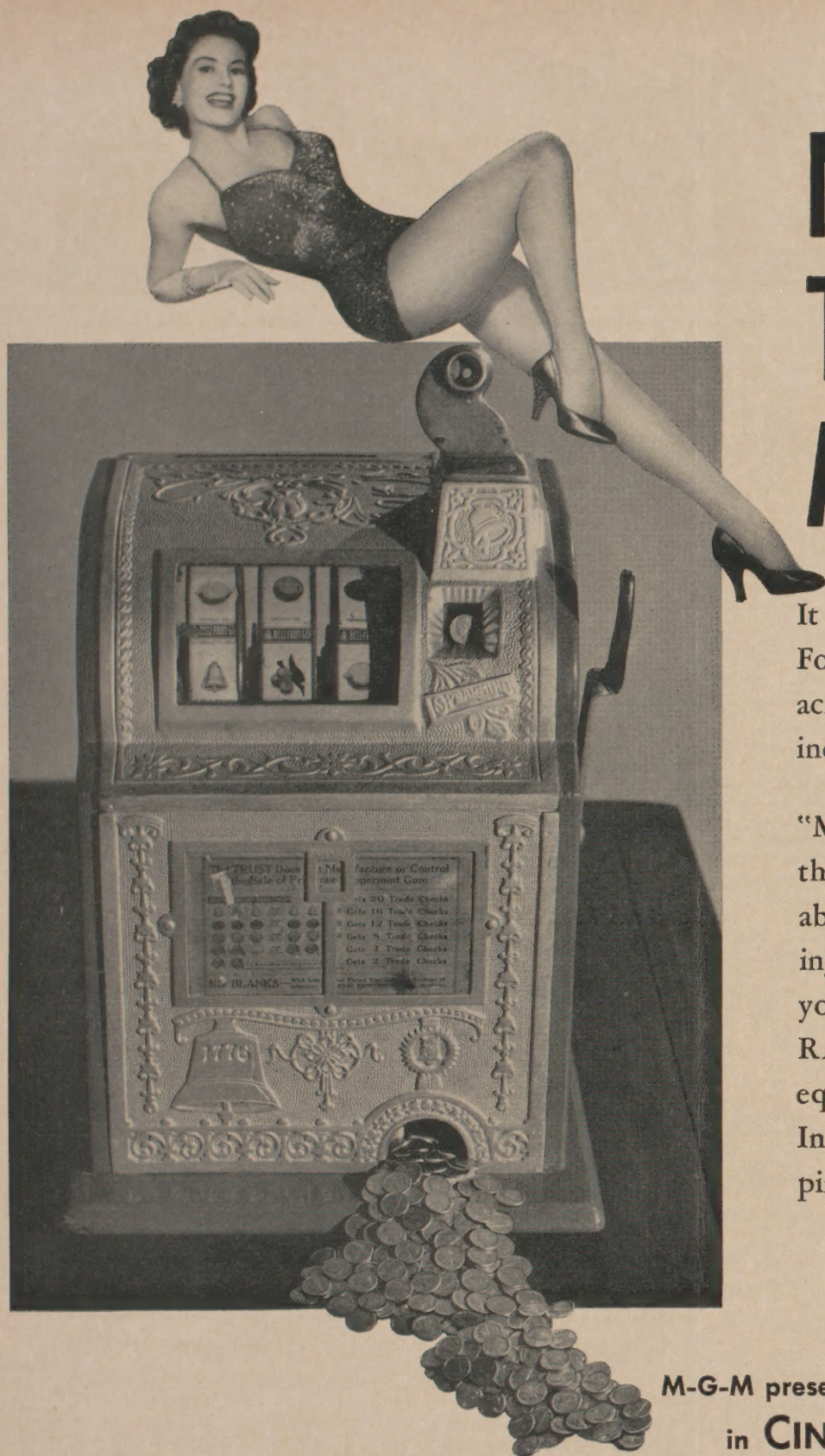
G. E. Broughton is planning to erect a 350-car drive-in near Bancroft, Ontario and the Delaney family, operators of the Delaney Theatre in Gananoque, Ontario, are planning to build a 500-car ozoner in the community. Each will be the first in its area.

Modernization, including new seating, wide screen and projection and sound equipment, has been completed at Fran Donald's 485-seat Capitol in Grande Prairie, Alberta. The renovations took a year and cost \$20,000.

LICHTMAN, FOX, TO INDIE PRODUCTION; KEEPS CONNECTION

Al Lichtman, 20th-Fox distribution director, like Darryl Zanuck, steps out to enter indie production for a better personal tax break early in March but will also keep a company tie as consultant. Executive assistant general sales

manager is Wm. C. Gehring, while Arthur Silverstone is assistant general sales manager. No official statement yet of a successor to Lichtman, if any. He is a real pioneer, having been associated with Adolph Zukor in the early days.



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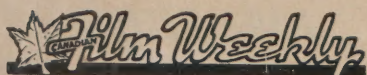
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DR. LORTIE

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National Film Commissioner, on the production of French-language films and to act in the latter's frequent absence from Ottawa. Dr. Lortie, 56, who will act as a consultant, has been since 1953 a member of the nine-man Board of Governors, which is subject to the direction of Pickersgill. The Board is made up of four members from public service and five representing various geographical regions.

The last NFB post which roughly corresponded to that of vice-chairman was Deputy National Film Commissioner. Ross McLean held this under John Grierson until he succeeded him in 1947. Soon after Ralph Foster—who had returned from Australia, to which country he had been loaned by the then Prime Minister, Mackenzie King, to become National Film Commissioner—was named Deputy. W. Arthur Irwin headed the NFB after McLean resigned in 1950 and in 1953 the former, on being named High Commissioner to Australia, was succeeded by the present Commissioner. There has been no Deputy Commissioner since Ralph Foster resigned soon after McLean.

Dr. Lortie is well known in Canadian university circles. He was educated at St. Mary's College and the University of Montreal and completed his studies at the University of Paris and Cornell University. He is the holder of an honorary degree in science from the University of Ottawa. Dr. Lortie is director of the Extension Department of the University of Montreal and a member of Montreal City Council. He was formerly professor of inorganic chemistry and the history of science at the University of Montreal. He was president of the Canadian Institute of Chemistry in 1942 and 1943 and president of the French-Canadian Association for the Advancement of Science in 1948 and 1949.

20th-Fox 'The Proud Ones'

Walter Brennan has been added to the cast of 20th-Fox' The Proud Ones, which will be filmed in CinemaScope.

Big Fox Year Ahead

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The meeting was given a lift by the printed and verbal praise that followed the demonstration of CinemaScope 55 before 1,200 persons in the Imperial, Toronto. They saw excerpts from Carousel and The King and I.

With a record 34 picture production and release program budgeted at \$100,000,000 Fox has set 13 major attractions, of which 12 are in CinemaScope and color and one in standard dimension and color, for release by the end of June. The amplified program, announced soon after in New York by Spyros Skouras, president, and Darryl F. Zanuck, production head, will see two

The Man in the Gray Flannel Suit, the strong cast of which is headed by Gregory Peck, Jennifer Jones, Fredric March and Marisa Pavan.

For April, Fox is lining up Hilda Crane, a filmization of Samson Raphaelson's Broadway hit, starring Jean Simmons, Guy Madison, Jean Pierre Aumont and Peggy Knudsen.

A Buddy Adler production, The Revolt of Mamie Stover, will be April's second CinemaScope release. Shot on location in Hawaii, the picture was directed by Raoul Walsh and stars Jane Russell, Richard Egan, Joan Leslie and Agnes Moorehead.

May will see the release of

'SKOURAS APPRECIATION WEEK'

Spyros P. Skouras Appreciation Week, honoring the president of 20th Century-Fox for his dedication and leadership in improving motion picture entertainment, has been set for the week ending March 31 by the film company's United States and Canadian sales organization, it was announced last week.

The salute to the film executive, the driving force behind the world-wide launching of CinemaScope in 1953 with The Robe and the introduction of CinemaScope 55 this year with Rodgers & Hammerstein's Carousel, has been timed to coincide with his birthday on March 28 as a double tribute.

Programming of a 20th Century-Fox picture in every theatre of the United States and Canada during that pre-Easter week has been set as the goal and leading exhibitors, representing theatres of every type and size, will be invited to participate.

CinemaScope productions released monthly, including Rodgers & Hammerstein's Carousel, the studio's first picture in the revolutionary new CinemaScope 55 process.

Carousel, starring Gordon MacRae, Shirley Jones, Cameron Mitchell and Barbara Ruick, had its gala world premiere in February at the Roxy Theatre, New York in a benefit for the New York Medical College. It will be released here on March 22.

The first March release, The Man Who Never Was, in CinemaScope, is set to follow The Man With the Golden Arm at New York's Victoria Theatre. Clifton Webb and Gloria Grahame are starred in the Andre Hakim production directed by Ronald Neame.

Already in release are The Bottom of the Bottle, starring Joseph Cotten, Van Johnson and Ruth Roman; and The Lieutenant Wore Skirts, starring Tom Ewell, Sheree North and Rita Moreno.

March will also see On the Threshold of Space released. Not a science-fiction story, this William Bloom production is based on the work of men dedicated to aero medical research. It stars Guy Madison, Virginia Leith, John Hodiak and Dean Jagger.

One of the most completely pre-sold films in the history of the industry is another release tentatively set for March. It is

23 Paces to Baker Street and The Proud Ones. The cast of the former is headed by Van Johnson, Vera Miles, Cecil Parker and Patricia Laffan. The second film, The Proud Ones, was directed by Robert Webb and stars Robert Ryan, Virginia Mayo and Jeffrey Hunter.

The Sixth of June is, logically, Fox' first release for the month of June. Based on Canadian writer Lionel Shapiro's best-seller, it stars Robert Taylor, Richard Todd, Dana Wynter and Edmond O'Brien.

The second June release will mark the first picture at Fox for James Mason as producer. Titled Ten Feet Tall, it was written by Berton Roueche and scripted by Richard Maibaum and Cyril Hume.

In addition, 20th Century-Fox will release in April Edward L. Alperson's production, Mohawk, a standard dimension picture filmed in color with a cast headed by Scott Brady, Rita Gam and Neville Brand.

Derek Signs Contract

John Derek has been signed to a non-exclusive, five-year, two-picture-a-year contract by Bel-Air Productions, which releases through United Artists. The star's first film will be Chief Red Sleeves, which is scheduled to be produced by Howard W. Koch.



A new motion picture is not necessarily a good one; but an old one, unless outstanding, can lose value in the eyes of the public. This type of thinking on the part of our paying audience has grown because of TV. In this medium timing is a most important factor; indeed, in some cases the all-important one. For example, a big spectacular is conceived and widely proclaimed to a potential viewing audience of millions. Those who desire to do so see it at the same time and they do not wait to get opinions from other viewers or critics.



There was a time when movie-going was a habit and people were satisfied to watch our entertainment, though not always of the highest standard, because it was something to do. Now they have to be drawn to the theatres and the best lure, next to outstanding quality, is the excitement generated by freshness. The public has come to expect to see old films on TV and, to some degree, resents going to a motion picture theatre to see old films. For this reason most reissues have very little theatre draw. This is a problem which our changing business must face and a new pattern is required.

We can dream of closed-circuit TV whereby thousands of theatres can show the identical entertainment at the same time, or we can dream of an invention whereby prints would be as relatively cheap to manufacture as books. However, the reality of the situation demands that we think in terms of available prints and of censorship. Prints, particularly in color, are a sizeable expense for distributors. There is a limit to the number of prints it is economically feasible to bring into this country. Indeed, under the present conditions, it is doubtful that if print orders were doubled or even tripled any method of faster distribution could be evolved which would adequately take care of the many small theatres which would like to get their films earlier.

In the United States prints are frequently shuttled from one branch to another in order to take care of saturation bookings. It is impossible to take advantage of this system in Canada because of the duty on prints. Similarly it is costly to ship prints from one province to another because of the censorship fees in each province. This, however, may be

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ELECT STEIN

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ization no person should remain too long in office. This is Stein's first term as president, although he carried out the responsibilities of that post during most of the 1949 term. Stein was vice-president when the president, the Honorable J. Earl Lawson, KC, was struck down by the illness that led to his passing in May, 1950. Stein did not accept office again until 1954.

Vice-president is now R. W. Bolstad, vice-president of Famous Players Canadian Corporation, a past Chief Barker of the Variety Club of Toronto.

Tom S. Daley, manager of the University Theatre, Toronto, was re-elected secretary-treasurer. He has held important chairmanships in the past, among them that of The Pioneer of the Year Award dinner and the annual Motion Picture Pioneers Golf Tournament.

C. J. Appel, executive director of the Canadian Motion Picture Distributors Association, heads the Public Relations Committee. Membership is chaired by Charles S. Dentelbeck and Harold Pfaff of Independent Theatre Services pilots the Sick & Welfare Committee. Dan Krendel tops the Golf Tournament Committee.

David Ongley, QC, Toronto remains solicitor for the Pioneers and Oscar Hanson, of course, heads up the Trust Fund as life chairman.

These elections took place at the first meeting of the 1956 Board of Directors. New members named to the Board at the annual meeting were Frank Fisher, Archie Laurie, Frank Vaughan and Bolstad. Former directors re-elected were George Oullahan, Appel, Dentelbeck, Pfaff, Krendel, Stein and Daley.

'Grey Flannel Suit'

Lee J. Cobb and Gene Lockhart have joined stars Gregory Peck, Jennifer Jones and Fredric March in The Man in the Grey Flannel Suit, Darryl F. Zanuck's personal production currently before the CinemaScope cameras at Twentieth Century-Fox.

Toronto WOMPI Hold Valentine's Dance

Over 250 people attended the Valentine's Dance of the Toronto branch of the Women of the Motion Picture Industry at the Seaway Hotel last week. Curly Posen emceed the affair and he and his orchestra supplied the music. A buffet supper was served at midnight to those from the film industry and their guests.

Prizes, including a clock radio, were drawn for during the evening and all proceeds went to the WOMPI Service Project Fund. May Levandusky headed the dance committee.



Producers and Guest at Annual Meeting

Shown in the above photograph at the recent annual meeting at the Engineers Club in Toronto of the Association of Motion Picture Producers and Laboratories of Canada are, from the left, Pierre Harwood of Omega Productions, past president of the Association; Graeme Fraser of Crawley Films; president; A. Davidson Duntun, chairman of the CBC Board of Governors, who spoke on the important role film producers could play in the development of TV in Canada; and Arthur Chetwynd of Chetwynd Films, vice-president.

Cornel Wilde In 'Khayyam'

Cornel Wilde has been signed by Paramount for the title role in Omar Khayyam, which Frank Freeman, Jr. will produce and William Dieterle direct.

UA's 'The Black Sleep'

Basil Rathbone will star in UA's The Black Sleep.

Columbia Buys 'Last Hurrah'

Columbia has acquired Edwin O'Connor's The Last Hurrah.

'Barretts Of Wimpole Street'

Jennifer Jones and Sir John Gielgud will star in MGM's forthcoming new film version of the Rudolph Besier classic, The Barretts of Wimpole Street.

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PARA RECORD

(Continued from Page 1)

of both years combined will provide a record for any previous two 12-month periods. The per-share profit for 1955 was \$4.50 compared with \$4.10 the previous year. The recent sharp drop of Paramount's common stock on the New York Exchange startled the industry, although it came back somewhat since.

Paramount has over \$50 million tied up in film inventory, the highest amount in the company's history. One film, The Ten Commandments, produced by Cecil B. DeMille, has a negative cost of not less than \$12 million, making it the most expensive film ever produced. Another film, War and Peace, will cost over \$6 million although Paramount's share of that amount will be approximately \$2,500,000.

Paramount supplied financing for The Ten Commandments although DeMille receives a percentage of the profits of the film, as he has in all his previous Paramount films for the last 20 years.

Speaking of the Lawrence color tube, produced by a Paramount affiliate, Chromatic Laboratories, Balaban said that demonstrations of a 22-inch color set that could retail for under \$400 have been held privately by Paramount. He said engineers for all the major set and tube makers attended the demonstrations but none as yet had contracted to produce the tube or a set using it. A public demonstration for the press may be held after the industry technicians have completed their inspection and subjected the tube to searching criticisms, he said.

'First Travelling Saleslady'

Clint Eastwood, TV bit player, has been signed by Arthur Lubin for an important role in his RKO production, The First Travelling Saleslady.

Odeon Houses Play Dunham Dancers

Flown in from Miami to appear on the CBC show, Folio, the Katherine Dunham Company of dancers were engaged by Odeon Theatres for a three-day stand at the Humber, Toronto, along with a first-run JARO feature, A Woman For Joe; a two-night engagement at the Palace, Hamilton, along with a film to be chosen at this writing; and a one-night stay in St. Catharines, where the film was Value For Money. An eight-piece orchestra will accompany the troupe in Toronto.

The February 13-20 availability was picked up by E. G. Forsyth, assistant general manager. Odeon has had occasional live shows for some theatres, with Forsyth approaching the policy with extreme care.

Observanda & Personalia



Typodermic Injections

ROSS McLEAN, former NFB head and Unesco film chief in Paris these past few years, has been borrowed by Pakistan as adviser to its documentary program . . . *Vaughan Theatre* is playing *Hill 24 Doesn't Answer* and Sam Bloom, B & F circuit partner, was asked how it's doing. "It's awful," said Sam, startling everybody. "It's awful," he repeated. "Last night we had to hire three cops to keep the crowd back!" . . . *Newspaper* story says the late Al Jolson was once a bellhop at the Metropole Hotel, then the Iroquois, at York & King. Any old-timer know that for a fact? . . . *The things* you hear: "Some people may not like a beard," said a young fellow, stroking his, "but it grows on you" . . . *Another* early note: "Love may not find a way but it's sure fun lookin'" . . . *Then this*: "So there he was, riding his motorcycle—wearing skates" . . . *Stan Jacobson*, whose production—with Merv Rosenzweig—of *The Fifth Season* is in its fourth week at the Avenue, tells me that for the film version Walter Slezak and Tyrone Power may play the roles being played here by Sammy Sales and Bill Walker . . . *A story* I heard recently was about the man who rang the bell of a house and said to the householder: "I'm sorry but my car just ran over your rooster and I'll be only too glad to replace him." Said the other: "Okay. Let me hear you crow."



HUNDREDS WERE turned away at each of the two showings of *Border Street*, Polish-made 1949 Cannes winner, at Radio City. This film, the exhibition of which was delayed here by litigation, is worthy of its great subject, the epic of the Warsaw Ghetto, in which a handful of Jews fought the Nazi might to a standstill. Made partly where the German-created Ghetto stood and while the matchless heroism of the defenders still burned in the mind, it is an almost-real experience, though not a documentary. There is not a bit of propaganda in it, the religious phase of Jewish life, from which so many drew the strength to meet their trials, being well pictured and completely respected. It is a fine human document showing the triumph of love, hate, greed, selflessness and courage as neighbors react to the very terrible difficulties of life under the German boot. Courage in the face of terror and cruelty ennoble the individual and appreciation of it elevates the spirit of Man. Thus it is important that people of all races and creeds see this picture . . . *The Big Question*: Will the TV perf of *Richard III* hurt the BO? This is the first real test . . . *Gord Lightstone, Sr.* again chairing the film div of the Canadian Conference of Christians and Jews. Have you made your contribution to this work of brotherhood? . . . *That BO boomer*, *The Benny Goodman Story*, ends in 1938, no doubt leaving room for a sequel, which could be called *Benny Goodman 'Rides' Again*.

THANKS TO THOSE who liked my annual piece for Lincoln's birthday and my apologies to those who would rather have had the jokes. I had a note from Paul M. Angle, director of the Chicago Historical Society, who edited *The Lincoln Reader* and is one of the editors of *The Living Lincoln*. He wrote: "I was much interested in your article about Lincoln and Lord Lyons. You suggest that someone undertake to do a book about the two men. Why not a separate book on Canada and the American Civil War in which Lord Lyons would naturally play an important part? I look with jaundiced eye upon most proposed new Lincoln books, but this one would seem to me to fill a very definite need" . . . *Confederate Agent*, by James D. Horan, the story of Captain Thomas H. Hines, gives an interesting picture of Toronto and the Queen's Hotel (which stood where the Royal York does now until the 20's) during the Civil War: "Toronto at the time must have been like Lisbon during World War II. Agents of the Confederacy, and detectives for the Union, walked in and out of the Queen's Bar, buying, selling and trading information, much of it worthless, from the free-lance agents who had run the land route via the Detroit ferry to Windsor or the sea blockade from Wilmington to Bermuda, then to Canada" . . . *J. V. McAree*, dean of Canadian columnists, drew on the Lincoln-Lyons article for a full column in the *Globe & Mail* . . . *Charles Lazarus*, BUP entertainment columnist, is now Montreal correspondent for the *New York Times*.

POOR JUDGMENT about what's funny and not meanness, I'll bet, caused the *Tabloid* folk to flash the name and address of a pan-mail writer on the screen and suggest that those who like that CBC-TV show tell him so. After all, the man, by having seen what he beefed at, proved himself a viewer—and you don't hardly get them no more. There's a kind of loyalty due even to razzers. Take the case of the noisy drunk and the sober guy who wanted the bartender to throw him out. The bartender, nodding no, said: "That guy bought the whiskey he got drunk on right in here" . . . *The Ford Motors* CBC-TV show, to be produced by ex-NFB producer Syd Newman, is to be called *Graphic*. Each week it will offer the sort of thing the National Film Board has been doing in so many ways for so many years—if I judge correctly from the publicity. It sort of points up the growing question: Why two government organizations to practice the same arts and crafts? . . . *The screen ad biz* in this country must look real rich at a distance. Pearl & Dean, a UK company, is taking a look at it . . . *Saw some reels* of life at the University of Toronto in 1927. Good stuff for a stock-shot library. The Extension Department has them . . . *Variety Club* working on that plan in which leading citizens sell newspapers on the streets for the tent's project . . . *There's talk* about Alexander Films buying into a local setup . . . *Just in case* you care: Ford Motors turned out 43,616,158 cars and trucks since its founding in 1903, with its 2,614,558 in '55 a record.

APPOINTMENT of Dr. Lortie, it has been suggested, has something to do with the National Film Board moving to Montreal. Some predict the naming of an English-language vice-chairman also and guess that it will be Don Mulholland, director of production, who would then be succeeded by Grant McLean . . . *I've heard* no talk of the Association of Motion Picture Producers and Laboratories of Canada preparing a brief for submission to the Royal Commission on the CBC, which is now a film user, whereas the NFB sure caught it from that body before the RC of some years ago . . . *Did you read* Greg Clark's tremendous tribute to Bob Hope in the February 11 *Weekend Magazine*, which goes into the Saturday dailies of dozens of our newspapers? The tag line: "God love him" . . . *Time Magazine*, on the flop of *Tamburlaine*: "There were plenty of second-guessers to explain the play's commercial failure." How many first guessers? . . . *I'll wager* that, as the word gets around, there'll be about 150 members at the second luncheon meeting of the Variety Club, slated for the King Eddy on February 21. The last one drew 110 . . . *Charlie Stilwell* won an upper court victory in long-time breach-of-contract litigation against Audio Pictures. He's asking big damages . . . *You'd be surprised* how many of those March of Dimes and Kinsmen's Milk contribution boxes are stolen from cafe counters. Banks are smarter—they chain them to something.

A CUTIE NAMED Kim Novak, here to plug Columbia's fine film, *Picnic*, made it big with reporters of the local scene from press, radio and TV. She got together with them for lunch at the King Eddy, then spread herself around . . . *The Lone Ranger*, keeping it clean for the kids, partook of some milkshakes with the press gang at the Royal York. He was also here to get some spurs into his celluloid steed . . . *Holler to Ol'* Jess Huppenpuff, *Industry Saver* No. 1, to come a-runnin'! An article and a supporting editorial in the current issue of *Vision* demands a film quota for Canada—on shorts . . . *The two fellows* carrying a TV set through the lobby of the Barclay Hotel the other 1.45 a.m. (to repair it, they explained to an enquirer) were stealing it from one of the beverage rooms . . . *Max Schnier* did not quit IFD as Winnipeg branch manager when he bought into a theatre, as stated last week . . . *Night club scene*: A middle-aged bachelor and his very aged mother, frequent ringsiders and good spenders, added a homey touch to the night club picture hereabouts for the past few years. The old lady was loved by the entertainers and catered to by the help. Mother and son recently parted, she to stay home and he to serve time for embezzlement . . . *The boys* who say "to finalize" have added "to firm up" to their vocabulary . . . *Sammy Luftspring*, the Mercury Club's host and emcee, says he knows a scientist who crossed a chicken with a *Racing Form* and got a hen that lays odds.

NEW TECHNIQUES

(Continued from Page 1)

ment Dealers Association, which had been organized a year earlier in order to provide affiliation with the MPICC.

His remarks, which were followed by a questions-and-answers period, follow:

"When drastic changes in technical development take place, it is very difficult to know where to stop or at what point standardization should take place. Just suppose, for example, that the industry had decided to freeze development with synchronized two-projector 3-D. A year ago confusion did exist but we are happy to report that since then the industry has pretty well frozen itself on CinemaScope, WarnerScope and 1-1.85 ratio VistaVision as far as the recent projection developments for the regular theatre are concerned and so there is now a broad form of standardization. With standardization the manufacturers as well as the equipment dealers have developed accessories and methods to make it possible for a theatre to switch over to any of the existing systems within a matter of seconds with a minimum of confusion.

"The theatre equipment dealers have used all the tools and knowledge placed at their disposal from various sources and have from time to time compared notes on the technical difficulties and how to best overcome them. As a result we are in close agreement on the general technique. This we hope will reduce the possibility of the exhibitor receiving contradictory advice in solving his technical problems.

"It is regrettable to note that some of the exhibitors have not taken full advantage of the new technique, nor have they corrected some of the early mistakes made in adopting them. For instance, there are some that prepared for wide screen but not for CinemaScope and now are projecting a so-called CinemaScope picture that is not at all what the producer meant it to be. These exhibitors instead of benefiting from the new developments are actually worse off and are bound to be losing out. Of course, there are very narrow theatres where they just cannot make the screen wide enough. This is most unfortunate and there seems to be no solution other than major structural changes. There are exhibitors who have adopted the new developments in screens and lenses and product but are still using shaky or worn-out projectors and they too are losing the benefits of the new technique. There is still some very old or inferior sound equipment in use giving reproduction very poor in con-



HOLDER of the first motion picture operator's licence in Ottawa and the first to take photographs from an aeroplane, Arthur Bateman, 62, died recently in a hospital there after a lengthy illness. He served as a photographer in various government departments before going into business for himself in 1945.

APPEAL for funds for his favorite charity, the National Playing Fields Association, is the subject of a five-minute film recently made by the Duke of Edinburgh with Bob Hope as his co-star. Previously the Duke had appeared in one-minute trailers in aid of the Association.

WINNER of over \$4,000 in prizes, including a 1956 automobile, in the recent six-theatre Foto-Nite awards in Ottawa was Lise Pelletier, 17. At first believed ineligible, Miss Pelletier was declared the winner when a checkup showed that her card had been filed wrong.

DECISION to allow a carnival in connection with the annual celebration of the Ward Eight Central Executive Council by the Toronto parks board was overruled by the Board of Control on the grounds that it would not be fair to allow one and ban all others. The city ruled that starting in 1956 there would be no permits granted for carnivals in city parks.

FOLLOWING the successful pattern set by The Glenn Miller Story, Empire-Universal held a special Sunday night press screening of The Benny Goodman

trast to the new look in pictures. We regret to say that some of this equipment is so old that parts are no longer available to bring it up even to its original standard of reproduction and in addition a breakdown under these conditions could be disastrous.

"The theatre equipment dealers or the Technical Advisory Committee are prepared to offer their advice to any exhibitor who feels that he is not getting the best out of his film presentations.

"The great majority of the exhibitors have been most progressive in taking part in the new projection look and many have installed full Magnetic Stereophonic Sound. It is a well-known fact that with pictures presented with Magnetic Stereophonic Sound, and with full use made of the surround or fourth track the public obtains more entertainment impact from the film.

Story at the Uptown Theatre, Toronto. More than 1,200 persons, many of them from press, radio and TV, were in attendance and most were outspoken in their comment on the fine qualities of the film. This, plus the special approach playing up Steve Allen's TV popularity, plus the day-and-date booking into the Loew's and Uptown — the first time these two theatres have been used for such a hook-up—seems to make it a certainty that the film will match its fine USA grosses in Canada.

RESIGNATION of Nicholas Monsarrat as director for Canada of the United Kingdom Information Service on April 23 has been announced. Donald Kerr, head of the Toronto office, has been promoted to the British novelist's position. The UK Information Service also distributes British 16 mm. films.

MEXICAN Film Producers Association has set up a special film commission to study the matter of printing all foreign films in the country. Estimates are that this would mean about \$1,200,000 annually and the plan would benefit studio and technical laboratory workers most.

CONVENTION of 78 representatives of Loew's International, which is responsible for distribution of MGM product to 40,000 theatres in 60 countries, was held recently in the Hollywood studios of MGM. It is the first such meeting ever held in Hollywood, according to the company.

AMONG the Canadian winners of the Victoria Cross who will be part of the 400 invited to London next June for the 100th anniversary of the award is Honorary Air Marshall W. A. Bishop, CB, DSO, MC, DFC. A motion picture about his life is now in preparation.

"We have been watching with keen interest the new developments in the Todd-AO process and other new wide-film media which have been receiving a great deal of publicity lately in the trade papers. There has been some concern that they would further add to the exhibitors' confusion. We of the Technical Advisory Committee are in agreement in that these processes will have little effect on the future equipment requirements of the average theatre, since they require very large auditoriums and special installations somewhat similar to those necessary for Cinerama.

"Fortunately these new systems are compatible in that 35 mm. versions will be available for the regular theatres and in this way they should eventually reap benefits without having to install further equipment."

News Clips

Fines of \$100 and costs each were assessed against two men for showing obscene films in the basement of a home in Ville St. Pierre, Quebec . . . Sale of Buffalo's last legitimate theatre, the Erlanger, has been consummated and the house will be demolished . . . Thirteen speakers attacked toll-TV at a recent public hearing of the New York City Council's Rules Committee and called on the Federal Communications Commission in a resolution "to protect the public against any threat to free television viewing" . . . Tourist cars entering Ontario during 1955 totalled 1,549,942, a new record and 57,564 higher than 1954.

Assets of Four Star Productions, Inc. has been acquired in a transaction valued at an estimated \$10,000,000 by Official Films, Inc. which gets rights to the Somerset Maugham stories and to 192 TV films, of which 129 are Four Star Playhouse programs. Among the owners of Four Star were Dick Powell, David Niven, Charles Boyer and Ida Lupino . . . Robert Christie of the Odeon, Aurora, Ontario, succeeds Scott Miller as manager of the Odeon in Kingston, Ontario . . . Refurbishing, including a new wide screen, has been completed at the West End Theatre in Toronto.

CBLT-TV, Toronto outlet of the CBC, will be changed over to Channel 6 from 9 and the strength increased to maximum power by next fall without any interruption in service . . . Warner Bros. is offering its TV films to exhibitors in the United Kingdom as featurettes which can be hooked up with a WB feature. If the theatre owners decline to buy the films they will probably be sold to British TV . . . Many exhibitors in England believe that the antiquated films shown on TV are giving viewers a false impression of the standards of the modern film industry.

United Nations Flags As Candy Premiums

United Nations flags measuring 2" x 3" and in full color are being distributed by Theatre Confections Limited to exhibitors to assist in the promotion of popcorn and soft drink sales. The silk flags cost one-half cent each in lots of 1,000 and each lot will have an assortment from 38 member countries. Additional costs will be borne by Theatre Confections.

It is expected that the flags will help further interest in the UN, as children are sure to start collecting them.

REVIEW

HELEN OF TROY

(From The Film Daily, NY)

with Rossana Podesta, Jack Sernas,
Sir Cedric Hardwicke,

(CinemaScope-WarnerColor)

Warner Bros. 118 Mins.

VISUALLY SPECTACULAR VERSION OF THE TROJAN WAR. EPIC BATTLE SCENES, THOUSANDS OF EXTRAS. IF PAST PUBLIC TASTE IS ANY INDICATION, SHOULD BE BIG AT THE BOX-OFFICE.

And still another one. The big, historical epics keep unfolding across the CinemaScope screen. This one, from a visual point of view, is among the most spectacular. The Greek army which marches across the Trojan plain is mammoth, and as Andromache puts it, as she watches the Greek ships sailing into reclaim Helen, "There must be at least a thousand." Since the moviegoing public appears to have found this sort of saga its dish in the past, chances are Helen of Troy will be very big at the boxoffice. For sheer magnitude, it's got most of them beat.

Some of the major credit must go to photographer Harry Stradling. His shots of armies in action are highly impressive and the European countryside which backs most of the film has a breathtaking quality as caught by his cameras. CinemaScope is ideal for the subject and the WarnerColor is generally very good.

Director Robert Wise has handled the battle scenes and individual duels, particularly the one between Achilles and Hector, very well. The screen rings with action, the only trouble being that it's all on such a spectacular level that the effects tend to cancel one another out.

If he is less successful with the intimate scenes, the blame belongs in part to scripters John Twist and Hugh Gray, who have created no characters to match the magnificence of the surroundings and who, by altering perfectly good history, have eliminated a good deal of the excitement inherent in the tale of the Trojan Wars.

CAST: Rossana Podesta, Jack Sernas, Sir Cedric Hardwicke, Stanley Baker, Niall MacGinnis, Nora Swinburne, Robert Douglas, Torin Thatcher, Harry Andrews.

CREDITS: Director, Robert Wise; Screenplay, John Twist and Hugh Gray; Adaptation, Hugh Gray and N. Richard Nash; Photography, Harry Stradling.

Warners To Release 'John Paul Jones'

Warner Bros. has completed arrangements for the presentation of John Paul Jones as the first production of Admiralty Pictures Corporation, newly-formed company of which Samuel Bronson is president. John Paul Jones will be based on Clements Ripley's book, Clear For Action. Jesse L. Lasky, Jr., is writing the screenplay.

News Notes

'RICHARD III' UK BEST-FILM CHOICE

Sir Laurence Olivier and the film, Richard III, which he produced, directed and starred in, won three of the 1955 awards, it was announced in London last week by the British Film Academy. It is being distributed in Canada by IFD and opens at the International Cinema, Toronto on March 1.

The film, adapted from Shakespeare, was voted the best from any source, as well as the best British film. Sir Laurence's performance in the title role was declared the best by a British actor.

The National Film Board's cartoon, Blinkity Blank, produced by Norman MacLaren, won an award for Canada, being chosen the best animated film.

Katie Johnson was voted the best actress for her role in JARO's The Ladykillers, the film which got the award as the best screenplay.

Three other awards will go to the United States after they are presented in London on March 1. Ernest Borgnine, star of Marty, won the prize for the "best performance by a foreign actor." Betsy Blair's performance in the same film was voted the best performance by a foreign actress. The Vanishing Prairie, from the Walt Disney Studios, was named the best documentary.

The Academy's award for the best film illustrating the principles of the United Nations Charter went to Children of Hiroshima, a Japanese film.

NIGHT SHOPPING FAVORED

More than two-thirds of the Canadian people favor night shopping, it was shown in the latest Gallup Poll, which was taken by the Canadian Institute of Public Opinion. Two out of three polled said they would approve provided it didn't mean longer working hours for employees.

The percentage in favor of being open one or two evenings a week was 59 and that for those opposed 27. The Poll noted with surprise that 68 per cent of the farming population favored night shopping, whereas the same was true of only 53 per cent of those who lived in large cities.

The Maritimes, with 79 per cent for, led the voting, the other percentages being 62 for Quebec, 59 for Ontario and 50 for the Prairies and BC.

Among the reasons for opposition were that it did not increase sales volume, that it was a return to an old practice and that people would spend money they couldn't afford.

GANANOQUE'S DELANEYS HONORED

A special program in the theatre which they built was used by residents of Gananoque, Ontario to honor Mrs. Eva Delaney and her family on their completion of 45 years in show business. Mayor James G. Lawson reminisced about the early days of motion pictures and spoke of the coming of the Delaneys to Gananoque and their purchase of the McKenzie Opera House in 1910, from which grew the modern Delaney Theatre.

Mrs. Delaney, who has been seriously ill for the last two years, was able to attend and played a number of selections on the organ. Also present were her daughter, Mrs. Ada Blair, and her six sons, Harry, Dan, Fred, Bill, George and James. The last-named, now an alderman in Brockville and formerly a manager of the theatre, also spoke on the program.

FINED FOR SUNDAY SHOW

Presentation of a live show by the Paragon Theatre, operated by Paragon Theatres Limited and Hugh C. Vassos in Melville, Saskatchewan, brought a fine of \$50 for violation of The Lord's Day Act. The defense counsel, I. Grotsky, contended that the majority of people in the province favored localized observance and pointed out that there is Sunday baseball, skating, curling and golf in Melville.

The charge was based on a stage show, Top Bananas, and a second, growing out of a presentation of The Mikado, will be fought. Vassos was also fined on two charges of permitting his employees to carry out a Sunday performance in a place other than a church. Penalty for a second conviction for the same offence is \$100 minimum and \$500 maximum.

The Paragon, a new theatre, has loveseats and single seats in three color-sections that indicate different-priced locations for stage shows. It has smoking lounges, a crying room, a party room and a mural drawn from different scenes in great movies. These are part of the ideas of Vassos, a veteran exhibitor, and the theatre has attracted the interest of others in the field in both Canada and the USA.

OUR BUSINESS

(Continued from Page 3)

overcome by negotiation. If a realistic plan were evolved to play off areas by saturation bookings, consultations with the various provinces might make this possible. Many theatres could thereby be helped—which in turn could mean greater returns for the distributors.

Another problem is the lengthy clearances in some of the larger cities and the bottlenecks created by certain theatres. Our business demands shorter clearances today. This is what is happening in the United States and TV competition will force it here. We must speed up the availability of our entertainment to the public. We cannot hope at this time to emulate the instantaneous showing achieved by TV but we can do a great deal to make our shows available sooner.

Shooting Under Way On 'Not For Money'

Production is under way in England on Not for Money, a topical comedy starring Bob Hope and Katharine Hepburn, which will be released by MGM. Betty Box is the producer and Ralph Thomas is directing.

The supporting cast of English players includes James Robertson Justice, David Kossoff and Robert Helpmann.

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**NEXT
WEEK**

CINEMASCOPE^{*} 55

**DEMONSTRATES
IN THE
FOLLOWING CITIES:**

Feb. 24

VANCOUVER
CAPITOL
9:30 A.M.

March 2

WINNIPEG
CAPITOL
9:30 A.M.

Feb. 27

CALGARY
CAPITOL
10:00 A.M.

March 5

MONTREAL
PALACE
9:30 A.M.

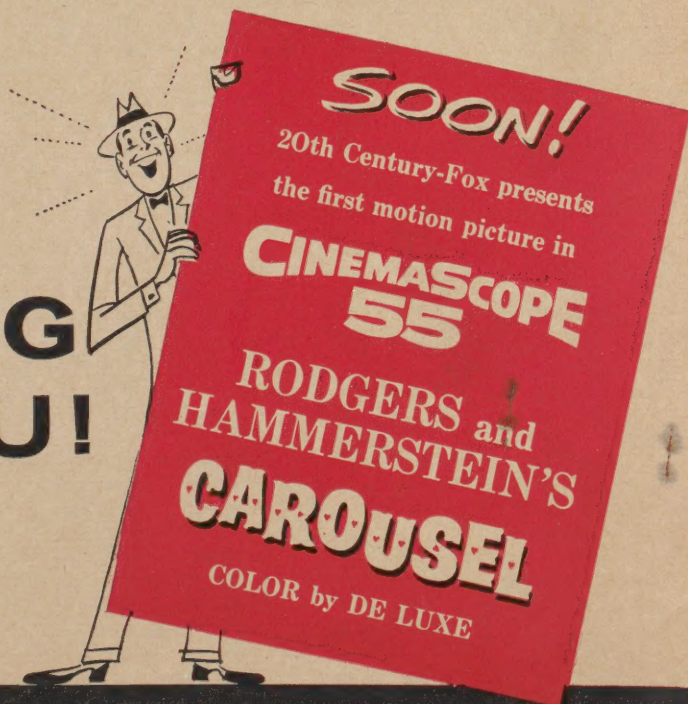
Feb. 29

REGINA
CAPITOL
9:30 A.M.

March 7

ST. JOHN
PARAMOUNT
10:30 A.M.

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